

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial No. 10/798,153
Filing Date 3/10/2004
Confirmation No. 5548
First Named Inventor Edward A. Ludvig
Assignee Microsoft Corporation
Group Art Unit 4157
Examiner Mark P. Stanley
Attorney's Docket No. MSI-1829US
Title: Targeted Advertising Based on Consumer Purchasing Data

To: Commissioner for Patents
P.O. Box 1450
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Fees will be paid by credit card through the EFS Web; however the Commissioner is hereby authorized to charge any deficiency of fees and credit any overpayments to Deposit Account Number 12-0769.

Respectfully Submitted,

Dated: 4/14/2008

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